With UNITED ARTISTS

AROUND THE WORLD

KEEPING SALES OFFICES ALL OVER THE WORLD IN TOUCH WITH UNITED ARTISTS ACTIVITIE

Vol.1 No.1 September 17, 1932

PERSONAL - FROM THE EDITOR!

Hello everybody!

With this initial issue, AROUND THE WORLD makes its debut as the official "voice" of the United Artists foreign department. It is designed to reflect the aims, efforts and achievements of our foreign legionnaires the world over.

Week in and week out, this house organ will girdle the globe, carrying in its pages a running chapter of United Artists history in the making...a vivid and accurate chronicle of events that are happening...of records that are being established in the four corners of the earth.

But - and it's a big but - AROUND THE WORLD needs your enthusiastic support...it must have your whole-hearted cooperation if it is to present a well-rounded picture of our whole foreign organization.

After all, the Editor is merely your instrument. You foreign legionnaires are the real publishers of this bulletin. It is up to you to make it as interesting, as informative and as helpful as possible. The Editor is not a mind reader. If you don't write and tell him what you are doing, how is he going to find out?

Don't let false modesty deny you the credit you rightfully deserve for your initiative and showmanship. Let your fellow legionnaires benefit by your ideas just as you expect to profit by theirs.

In short, help make AROUND THE WORLD the valuable medium you want it to be by sending in regularly - every week if possible - a complete digest of the activities of your office.

It's entirely up to you!

CARRY ON!

A man's respect for his work gives him a satisfaction that cannot be measured in dollars and cents.

Quota is not a question of figures; it's a matter of pride! Quitters do not make quotas. Only those who continue to put forth energetic and aggressive efforts make the grade.

To keep up, you've got to keep on! Every day counts! In our business, time is literally money!

A skipped booking is revenue gone forever. The call a salesman fails to make is an opportunity lost beyond recall. The extra playing time a picture does not get is a chance for additional revenue that will never come again.

Hence, the everlasting necessity for steady, all-year-round pressure, ceaseless driving, unremitting hard work, if the maximum of results is to be obtained.

It should hearten every member of our foreign organization to know that never before in our history have we faced a new season with so many genuine 18-karat box office hits on our program.

"White Zombie," "Rain," "Mr. Robinson Crusoe" - to mention but a few that we have already seen - are something more than great entertainments, sure-fire money-makers - they are leaders, trail-blazers, that open up possibilities of grosses and long-runs hitherto undreamed of.

And the times are just ripe for these United Artists "profiteers." Right now every box office in the world needs the stimulating tonic of a trail-blazer. Right now every exhibitor in a panic is crying for a leader - to lead him out of the shadows of depression into the sunlight of prosperity.

You men have a rare opportunity during this new season to do a fine job for yourselves, for United Artists, and for your customers.

Go out and sell with two-fisted courage and confidence! Go out and change every theatre's S.O.S. into an S.R.O. You can do it! You've got the product, the merchandising skill - and the pep!

Carry on - full speed ahead!

Arthur W. Kelly
Vice-President & Treasurer

WORLD PREMIERE "RAIN"

IN LOS ANGELES

A BRILLIANT SUCCESS

A storm of applause, followed by a shower of appreciative comments from a distinguished first night audience that included practically every screen celebrity in Hollywood, greeted the world premiere of "Rain" at Grauman's Chinese Theatre in Los Angeles on the evening of September 9.

Long before the doors were opened, struggling thousands choked the streets and avenues leading to the theatre. Public interest in this production was so intense that, according to the "Hollywood Reporter," people began to arrive about three o'clock in the afternoon, bringing boxes and camp stools to ease the long wait before the film started.

That the picture is off to a tremendous start was proven by the first day's receipts, which shattered the house record. The critics went out of their way to pour lavish praise on the cast, direction and general production excellence of "Rain."

Look out for "Rain" - it will bring a flood of business to every theatre that plays it!

* *

Things you ought to know about "Rain" -

Joan Crawford was specially borrowed from Metro-Goldwyn-Mayer to play the leading role, and gives the greatest performance of her career. Walter Huston, William Gargan, Matt Moore are some of the principals in the cast. Lewis Milestone has added another feather to his production cap with his ingenious direction of this picture, which was adapted from the stage play of the same name, and has nothing to do with the film, "Sadie Thompson" as done some years ago by Gloria Swanson.

* * * * * * * * * * * * * * * *

PERSONAL TO ROBB LAWSON!

Any developments yet on the book tie-up for "Rain?" Please advise.

STUDIO SNAPSHOTS

Although Douglas Fairbanks is en route to the Orient to hunt long-haired tigers in Manchuria, he is working on a story idea, based on Chinese legends, and will make the picture later in the year if locations in China will be made available to him. Tom Geraghty, who was with Fairbanks on the location trip to the South Seas for "Mr. Robinson Crusoe," will join the star in China within the next two weeks to polish off the story. Fairbanks will send to Hollywood for a camera crew, technical and sound staff, in addition to players needed, as soon as he is ready to start work.

* *

Al Jolson will present something new in musical technique in his melodious comedy, "The New Yorker." It is called "photographic music," meaning that every song and lyric will be an essential part of the story, and not just dragged in to give Jolson a chance to sing. The famous Broadway composer-lyricist team of Richard Rodgers and Lorenz Hart, who wrote the song numbers for the picture, are credited with originating the new idea.

* *

Ronald Colman's second production this year will be "The Masquerader," one of the most successful novels and stage plays in history. The play by John Hunter Booth, was based upon the Katherine Cecil Thurston novel. Guy Bates Post spent six years touring the world in it. The picture, in which Colman, for the first time, will portray a dual character, will be directed by King Vidor, who directed the star in "I Have Been Faithful..."

* *

Sidney Franklin, the only American in history to become famous as a professional bull-fighter, will have an important role in the new Eddie Cantor screen musical comedy, "The Kid From Spain." He is also acting as general technical advisor, which insures 100% accuracy and authenticity for the production.

* *

Mickey Mouse announces a budget of $643,000 for the coming twelve months. The sum represents the cost of producing and making prints of 31 Mickey Mouse and Silly Symphony sound cartoons for United Artists release. Growth and progress of the Walt Disney studios is reflected by the fact that four years ago, the studio employed only 20 individuals in contrast to the payroll of 110 today. The first Mickey Mouse cartoon was made in a garage. Mickey today boasts a half million dollar film producing plant in Hollywood.

WHOLE WORLD LISTENS IN ON

UA-B&D INTERNATIONAL DEAL

United Artists hit the front pages of newspapers with a bang on August 24 when it was announced simultaneously at different key points throughout the world that our company was taking over distribution of the product of the British & Dominions Film Corporation beginning January 1, in Great Britain, Canada, Australia and India, and ultimately for the entire world.

The main announcements were made in London by Hubert T. Marsh, managing director of B&D, and in Washington by Joseph M. Schenck, president of U.A. It was followed by a telephonic conversation between London and Hollywood.

Thus British pictures, which heretofore have been limited to distribution within the United Kingdom, will now receive world-wide circulation. It means, moreover, that such English stars as Jack Buchanan, Tom Walls, Ralph Lynn and Leslie Howard will be associated with such American stars and producers as Mary Pickford, Douglas Fairbanks, Charlie Chaplin, Gloria Swanson, Ronald Colman, Eddie Cantor and Samuel Goldwyn.

* *

To Maurice Silverstone, general manager in Great Britain, and his live-wire gang we extend our heartiest congratulations for their capable and efficient handling of the B&D announcement from the London end. The flood of publicity that resulted is a tribute to their energetic efforts and keen sense of news value.

* *

A SMART EXHIBITOR

The Dominion Theatre in London, one of the largest first-run theatres in the English capital, has contracted with our British distributing organization to show United Artists pictures exclusively for a period of several months.

* *

ENGLISH ROYALTY SEES "SCARFACE"

The Prince of Wales and his younger brother, Prince George, received a comprehensive idea of American gang methods when they attended the premiere of "Scarface," the Howard Hughes thriller, at Biarritz, France. Both were reported deeply moved by the picture, and the heir to the throne is said to have applauded at its conclusion. The Biarritz opening was one of the biggest successes in recent months, all seats being sold out three days in advance.

SELLING POINTERS

on

"MR. ROBINSON CRUSOE"

1. Douglas Fairbanks's latest production, "Mr. Robinson Crusoe," is not a travelogue. It is a fast-moving, thrill-packed picture full of melodramatic action and hilarious comedy.

2. It was filmed from an original story by Tom Geraghty, which drew upon certain incidents in the famous classic by Defoe.

3. Doug's Crusoe is a young sportsman, who, on a bet, undertakes to duplicate the life of the famous story-book character. Not only does he equal the accomplishments of Defoe's hero, but he becomes involved in many other complications, including a hand-to-hand fight with a head-hunting savage; a battle with cannibals, and even more intriguing than these, the capture of a beautiful native girl.

4. Fairbanks made his picture in the South Seas, on the island of Tahiti. With him went a complete production staff, a writer, Tom Geraghty; a director, Edward Sutherland, who made "Palmy Days" and "Sky Devils"; a cameraman, Max Dupont; and three principal supporting players. Maria Alba, the leading woman, portrays a South Sea siren, William Farnum plays the so-called "heavy," and Earle Browne is the third white player. The rest of the cast is made up of chiefs, tribesmen and native girls of the South Seas, many of them displaying a natural bent for acting.

5. Alfred Newman, celebrated composer, did the incidental music, which lends infinite quality and color to the action.

6. Customs of the South Seas, glorious pictorial value, magnificent photography and picturesque costuming round out the production and add to its novelty and charm. It has the most beautiful natural settings ever seen on the screen.

7. It is a picture that will appeal to every type of fan-young and old, rich and poor, the highbrow as well as the average man. And what a swell film for children!

8. "Mr. Robinson Crusoe" is a natural for the foreign market because it contains a maximum of action and a minimum of dialog. It lends itself to unusual exploitation.

In "MR. ROBINSON CRUSOE" you have
another BIG PICTURE to sell!

PRESS AND PUBLIC HAIL NEW SILLY SYMPHONIES

The new Silly Symphonies in natural color are creating a positive sensation in the United States. These short features have been universally acclaimed by the press and public, and are making new box office history. The first two - "Flowers and Trees" and "King Neptune" - have inspired superlatives in the trade, as you can easily see from the following typical extracts in the trade press:

> "Here is a genuine novelty that bids fair to put the cartoon on a new plane of importance. The color work is exceptionally well handled. It is a finely artistic production, with plenty of comedy, and it looks as if color has definitely scored in the animated field."
>
> .....FILM DAILY

> "These cartoons in color are distinctly something new, definitely a cinematic step forward. The color is magnificent. If you haven't seen a 'Silly Symphony' in color, you haven't seen one of the most important technical achievements to come out of Hollywood this year. They rank well up with any feature as entertainment."
>
> .....MOTION PICTURE HERALD

> "Done in technicolor and done very well. Something new in the way of secondary entertainment that will highlight a program. This Silly Symphony in every way is a fitting associate to Mickey Mouse."
>
> .....VARIETY

* *
*
* GOOD NEWS!
*
* Walt Disney announces that ten of the
* Silly Symphonies to be released this
* year by United Artists will be made
* in natural color, and that later the
* Mickey Mouse cartoons may also be
* photographed in color.
*
* *

UA RENEWS COLUMBIA CONTRACT

United Artists has renewed its distribution contract with Columbia Pictures for the 1932-33 season in the British Isles, Spain, the Balearic Islands, the Canary Islands and Spanish Morocco, as well as India and Brazil. In Great Britain, this is the third year that UA has enjoyed distribution of the Columbia product.

As a result of this deal and the British and Dominions contract, United Artists will be able to offer exhibitors in those territories mentioned the greatest variety of product of any distributing organization.

The new Columbia contract for Great Britain covers such outstanding productions as "American Madness," "The Bitter Tea of General Yen," "Washington Merry-Go-Round," "Brief Moment" and "Okay, America."

MORE TRUTH THAN POETRY!

The man who whispers down the well
About the things he has to sell
Won't reap the gleaming, golden dollars
Like the man who climbs a tree and hollers --

IT'S A UNITED ARTISTS PICTURE!

MAYOR TURNS CRITIC!

After attending the world premiere of "Mr. Robinson Crusoe," Mayor Harry Bachrach of Atlantic City turned movie reviewer and wrote the star a letter of commendation, as follows:

> "I feel it would be amiss if I did not take this opportunity of personally commending you for your splendid portrayal of 'Mr. Robinson Crusoe.' Your acting is superb and the photography is exceptional, particularly the scenes inland and on the water. It is my earnest hope that you will make more pictures of this type."

BRAVO, MR. BAEZ!

The publicity activities of Enrique Baez, general manager for Brazil, should serve as an inspiration to our whole foreign department. He has begun an energetic publicity campaign on Mickey Mouse, and has already succeeded in getting several spreads in newspapers and magazines, using the feature stories and photographs sent out from Home Office. And the Editors in his territory have been bombarding him with requests for more and more stories and special articles. Right now he is working on a plan, in cooperation with one Editor, to start a special children's magazine, which will sponsor Mickey Mouse Clubs in Brazil. We say - Bravo, Mr. Baez! - and add - if Mr. Baez can do it in Brazil, you can do it in your territory.

* *

"HOME OF MICKEY MOUSE"

When United Artists takes over the operation of the Rivoli Theatre in New York City on September 21, that theatre will show all Mickey Mouse cartoons first in this territory, and will advertise that fact on its marquee with the line, "Home of Mickey Mouse."

This is an idea that should be adopted in all foreign territories. When you sell a first run theatre the Disney cartoons, suggest to the manager that he use the line, "Home of Mickey Mouse and Silly Symphonies," on his marquee. It means more money at the box office!

* *

EDITOR SUGGESTS MEDAL FOR DISNEY!

"Walt Disney's first Silly Symphony in color is as colorful as an old-fashioned garden, as fresh as the first breath of Spring, and as charming as Peter Pan. Some day we hope to be present when Gen. Hays calls this young, irrepressible Mr. Disney before the movie regiment, and pins a medal of honor upon his smock. We can think of no one who has contributed more to the happiness of millions - including ourselves."

.....Editorial by Jack Alicoate
in FILM DAILY

MICKEY MOUSE'S BIRTHDAY

Millions of men, women and children the world over are looking forward with keen anticipation to October 1, to observe the birthday of a mouse - and not even a real live mouse, at that. But Mickey Mouse, whose fourth birthday it will be, is just as real to his host of loyal followers as if he were made of actual flesh and blood.

And plans are under way to celebrate his birthday as if he were a real person, and not merely a reel creation - the brain child of Walt Disney.

In the United States, the entire nation has been aroused to a high pitch of enthusiasm by the advance publicity. From the rock-bound shores of Maine to the sunny slopes of California, and from the warm waters of the Gulf of Mexico to the icy shores of Lake Superior, Mickey's birthday will be observed with fitting ceremonies.

Newspapers, news syndicates, wire services, magazines, trade-papers, leading business firms, the national radio broadcasting stations, and other important enterprises have all been tied in to commemorate this momentous date.

All schools will be closed on October 1. (Shh - it just happens to be Saturday). Mickey's horoscope has been prepared by Evangeline Adams, noted astrologer, and will be widely publicized on his birthday.

A big birthday celebration will take place in Hollywood, with Walt Disney as the guest of honor. Other birthday parties are planned for New York and other key cities throughout the country.

The International Cat Society, the Society for the Prevention of Cruelty to Animals, and the Humane Society of New York have all issued proclamations declaring that the cats will declare a truce on all mice in honor of Mickey's birthday.

Because of the numerous tie-ups arranged with various national chains of food stores, it is confidently expected that all records for the consumption of cheese will be broken on October 1.

Irving Caesar's song hit, "What, No Mickey Mouse?", is being sung and played from one end of the country to the other.

In expectation of the thousands of birthday congratulations that will arrive from every corner of the globe, extra clerical help has been put on to handle Mickey's mail.

All of which will help make the public more Mickey Mouse conscious than ever before.

Scanned from the collections of the Wisconsin Center for Film and Theater Research, with support from the University of Wisconsin-Madison Libraries. Digitization completed by the University of Wisconsin Digital Collections Center (UWDCC). Post-production completed in the UW-Madison Department of Communication Arts.

Wisconsin Center
for Film and Theater Research

http://wcftr.commarts.wisc.edu

MEDIA HISTORY
DIGITAL LIBRARY

https://www.mediahistoryproject.org/